

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Increased Access for Australian Fresh Fruit to China and Japan

Report Categories:

Citrus

Fresh Fruit

Market Promotion/ Competition

Fresh Deciduous Fruit

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Report Highlights:

The Australian Government this week announced improved quarantine conditions that give Australian apples and grapefruit increased access to the Chinese and Japanese markets respectively. The improved conditions will allow the commencement of apple exports from Tasmania to China following the signing of a new agreement between the two countries on June 22, 2010. At the same time, Japan has granted complete market access for Australian grapefruit to that market. Until now Australia has only been able to export grapefruit that has been sourced from fruit fly pest free areas to Japan. The new agreement will allow access for producers from all over Australia to export to the Japanese market.

General Information

The Australian Government this week announced improved quarantine conditions that give Australian apples and grapefruit increased access to the Chinese and Japanese markets respectively.

The improved quarantine conditions will allow the commencement of apple exports from Tasmania to China following the signing of a new agreement between the two countries on June 22, 2010. The new agreement lifts China's previous requirement to carry out surveys for European canker and fire blight – two diseases of quarantine concern to China, that are not present in Tasmania or the rest of Australia. China has also recognized Tasmania's pest free area status for fruit flies and the network of trapping and surveillance that supports it, along with a workable monitoring and control program for apple codling moth, and orchard management of light brown apple moth, woolly apple aphid and brown rot.

Announcing the new agreement, Minister for Agriculture, Fisheries and Forestry Tony Burke said the amended protocol was a boost for Australia's apple industry, and Australia's trade relationship with China.

Australia's next horticultural sector access priorities to China are summer fruits, grapes, cherries and apples from mainland Australia.

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In making the announcement, the Minister highlighted the value of the partnership that exists between the Commonwealth, state and territory governments, and the citrus industry. This partnership has included the funding of relevant fruit fly research work which has allowed Australian researchers to give Japan the necessary assurance that the risk of fruit flies will be adequately managed through cold disinfestation treatment and appropriate biosecurity measures.

Citrus industry leaders have indicated that Australian citrus producers are keen to capitalize on the new market opportunities and that export orders are already being placed for the new season commencing March 2011. They estimate that the first year of trade under the new conditions will see an estimated 1,500 tonnes of grapefruit exported to Japan valued at approximately A\$1.5 million with the longer-term outlook looking even more promising. They estimate that the demand in Japan over the next five years is anticipated to be around 4,000 tonnes and valued at A\$4.8 million annually.

Australia's next horticultural market access priority to Japan is table grapes.

In 2009, Australia exported 283,797MT of fresh fruit, valued at \$396.5 million. Of that total, apple exports were 4,713 MT and citrus 167,107 MT, valued at \$6.2 million and \$160 million respectively.